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(54) ELECTRONIC ADVERTISEMENT METHOD AND DEVICE

(57) Abstract:

PURPOSE: To make it possible to make effective advertisement by adopting a constitution to transmit electronic advertisements only to the moving bodies near stores.

CONSTITUTION: The respective moving bodies 2 of an advertisement signal reception mode periodically detect their own positions by using GPS 4 for position detection and transmit their position information to a movement management center 3. This movement management center 3 detects the changes in the positions by each of the registered moving bodies 2 and detects present areas, progression routes (roads) and progression directions. The movement management center 3 classifies the obtd. information by each road and area and manages the information table together with the telephone numbers of the moving bodies. The movement management center 3 informs the corresponding registered stores 1 of the ID information (telephone numbers, kinds of vehicles, etc.) of the approaching moving bodies 2 meeting the previously assigned conditions. Further, the registered stores 1 transmit the electronic advertisement information (store names, prices, service features, navigation map information, etc.) to the moving bodies 2 successively approaching their own stores by signal transmission using the previously obtd. IDs.

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